

# LAND

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GOVERNOR STEVE McNICHOLS (l.) of Colorado receives an issue of ASLA's official magazine, *LANDSCAPE ARCHITECTURE*, featuring special articles on Colorado and land use planning from Denver landscape architects Julia Silverstein Ries and Sam Huddleston just before the 62nd Annual Meeting in Boulder last month.

## BOULDER VERDICT: "STIMULATING, SUCCESSFUL"

The 62nd Annual Meeting at Boulder has come and gone but many memories will linger in the minds of the large turnout of ASLAers and guests: The controversial panels...the surprisingly ornamental "circus tent" exhibit area and its interesting displays...the sudden thundershowers...the interesting tours...meeting and talking with old and new friends...these and many more...to be covered in detail in forthcoming issues of *Landscape Architecture* and the *ASLA Bulletin*.

A largely unheralded segment of the meeting was the important work of the Trustees who gathered together ahead of time for three days of hard work. Salient points of the meeting (mostly requiring letter ballot approval by the membership):

- A new system of advancement to the Fellowship
- A streamlined Code of Professional Practice
- A program of "Outdoor Living Awards" in cooperation with *House & Home* and *Life* magazines. (See preprint of *House & Home*'s article on the San Francisco Round Table enclosed herewith.)
- A new Committee on Federal Legislation appointed, headed by Meade Palmer (M) of Warrenton, Va.
- A Committee on Insurance formalized under Joe W. Langran (F) of Philadelphia with "major medical" and "office overhead" coverage in the offing.
- An all-out chapter-level campaign for increasing advertising in *Landscape Architecture*, to be instituted immediately. This you will hear about from your own Trustee.



## A MESSAGE FROM THE PRESIDENT

I am greatly honored to have been elected president of ASLA. I am happy to undertake the work of this office and am prepared to give of the necessary time, and of my limited talents, to carry out the duties of the office. It will be difficult to fill the shoes of Norman Newton, our most devoted past president. I shall need the cooperation of each of you to push forward with the programs and development of the Society.

One of the major programs is MEMBERSHIP GROWTH. Probably it is the most important. The influence of numbers, I believe you will all recognize, is most important when appearing before committees of the Congress, state legislatures, city councils, civil service commissions, etc. The major source of Society operating funds is membership dues. The Society is right now faced with strained finances. The dues revenue is not sufficient to cover the increased costs that have come about because of the expanded activities wanted from our central office. A vigorous growth in membership is necessary to produce the dues revenue needed or it may become necessary to increase dues.

I address this note to each member of the Society: **GET A NEW MEMBER!** To chapter presidents and executive committees: Set about it to organize the very best chapter Membership Committee you can. Instruct them well in the qualifications required for membership in ASLA. Direct them to search out all qualified persons and prevail upon them to apply for membership.

In 1960 there were 111 persons admitted to membership. Let's set the goal at 150 annually!

John I. Rogers  
President

The enclosed pre-print of *House & Home*, courtesy of the publishers, bears the account of a milestone in interprofessional relations, the San Francisco Round Table held last April under the sponsorship of *ASH*, ASLA and related groups. We urge you not to miss a word of it, and to contemplate its far-reaching effects.

One of its effects, or outgrowths, has been the planning toward an annual Outdoor Living Award program, co-sponsored by ASLA and *ASH-Life* magazines. In Boulder, our committee (Hammond, chair, Baylis and Osmundson) was frequently in conference with the publisher's Arthur S. Goldman, working out details. Watch for them soon!



TIME OUT FOR LAUGHTER. ASLA's new Secretary, Merel Sager (in black tie), regales N. Y. Trustee Wolcott Andrews, Treasurer George Yarwood, and President John Rogers with a story direct from the Washington "grapevine." Background for the get-together was one of the many excellent professional exhibits on display at the Boulder meeting.

## ASLA and the Washington development fund

A lot of people are curious about just what gives with the Washington Development Fund--where the money goes (most know that it comes from voluntary contributions)--how long it is expected to last and--what happens then?

These are all perfectly valid questions and we shall try to answer them. First, we should probably go back to what the WDF was created to do in the first place. This was to expand the scope of influence of the Society and the profession at the nation's capital through liaison with governmental agencies, other professions, and in some cases, with the Government itself. Other contemplated services included assistance to the chapters in their efforts towards state registration and in the staging of annual meetings.

With the death of Bradford Williams and the move from Boston to set up the combined headquarters in Washington last fall, the functions of the two offices became merged into one general expanded operation including--early this year--the promotion of advertising, bookkeeping and other management phases of Landscape Architecture quarterly. With this prologue we come to the first question:

**QUESTION:** Since the national headquarters in Washington is now an established fact, why do we need the Washington Development Fund?

**ANSWER:** Simply to meet the increased costs of the expanded Washington operation. Being in the nation's center of activity, we must expect the great increase in telephone calls, personal and group contacts. Our present staff of five is busily engaged in keeping up with the load in this and other aspects. (See below) We also have a headquarters office to be proud of--where we can and do receive representatives of the Government, of other professions and of various groups from foreign lands. But here is a case in point: The rent of the Washington office is \$402 monthly, in contrast to the \$65 rent

paid for 9 Park Street in Boston and the completely gratuitous use of Bradford Williams' office in his residence.

**QUESTION:** How long will the Washington Development Fund campaign last?

**ANSWER:** This is what Stuart Mertz's Committee on Organization and Development--and John Rogers' Committee on Finances and related matters--as well as the Board of Trustees as a body have been studying and working on. As published to the membership in August 1959, the Washington operation was estimated to cost \$30,000 per year. With the raise in dues of that year, \$10,000 was expected to accrue, making the net cost \$20,000. This year, the budgeted expenditure of the WDF was \$17,000. All other things remaining as heretofore, we shall be faced with an annual deficit approaching \$20,000 starting in 1963.

**QUESTION:** How can this deficit be met?

**ANSWER:** By any one or more--or all--of the following ways:

1. **INCREASED PROCEEDS FROM ANNUAL MEETINGS.** The Washington staff is assisting the host chapters--Florida, Pennsylvania and Southwest--in planning for the future meetings, especially in those phases where continuity and experience are vital: initial hotel arrangements, printing, product exhibits, promotion, etc. Increased revenues, as from the product exhibits, help to offset the rising costs.

2. **MEMBERSHIP GROWTH.** Last year, under the chairmanship of John Rogers, over 100 members were admitted. A similar annual increase (this year's chairman, as of this month, is Emmet Layton) would add materially to operating income.

3. **A SELF-SUSTAINING MAGAZINE.** No one will question the increased attractiveness and value of our Quarterly, Landscape Architecture, under the editorship of Grady Clay. But it too has been subjected to the universal spiral of rising costs. A number of magazines have been forced to shut down in recent months. While subscriptions and circulation help, the payoff is in advertising. This, when all the chips are down, determines whether the magazine makes or loses money. This year, the per-page rates have been raised from the erstwhile \$80 to the more realistic \$200 per insertion. Last year's LAQ deficit was almost \$10,000. It is estimated that 35 pages of paid advertising per issue would put the quarterly on a break-even basis (Cf.: 11 pp. in January; 13 in April; and 22½ in the July issue!) A Society-wide crash program to do just this is under way. The all-out help of all ASLA members and associates is needed to get--and keep--advertisers.

4. **VOLUNTARY GIFTS AND BEQUESTS.** At Boulder, the Trustees voted to recommend to the membership (by mail ballot) the establishment of an Endowment Fund which could receive gifts and bequests. The matter of tax deductibility has not yet been worked out. In any case, however, moneys from this Fund would constitute a reserve, and would not be available for regular operating expenses.

5. **RAISING DUES.** This, the Trustees felt, should be undertaken only as a last resort. Perhaps some adjustments should be made, especially in the application fee which (at \$10) covers only a fraction of

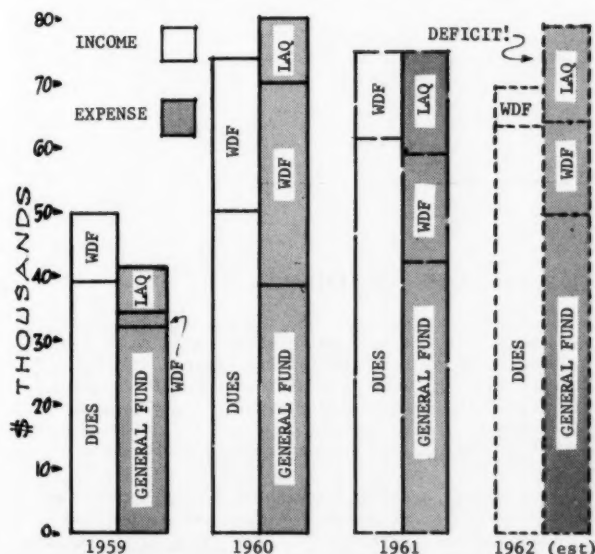
the processing costs. But in view of the raise in 1959, they hope any major increase may be postponed.

**QUESTION:** So the Washington office costs more money. Are we any better off?

**ANSWER:** Decidedly. Governmental employees are benefitted by relentless activity with the Civil Service Commission and other agencies to maintain and upgrade the status and salaries of landscape architectural positions. Educators are benefitted by the vast quantities of information given out to prospective students, by correspondence, leaflet, by interview, by telephone; through the exchange and dissemination of information relative to scholarships and fellowships; through frequent communication with the National Commission on Accrediting, whose head office is here in Washington. Independent offices are benefitted by many and diverse representations to governmental agencies and to the headquarters of other professions toward the increased, proper and timely use of the landscape architect. The Society and the profession as a whole are benefitted by

- Closer chapter contact (14 out of 18 visited)
- Closer school contact (7 out of 16 visited)
- Impact on other professions, building groups (Which are beginning to know we're here)
- Impact on government agencies (They are, too, and this becomes more self-evident every day.)
- Impact on the public (This is just beginning, but watch for the House & Home-Life magazines' Outdoor Living Awards program!)

ASLA INCOME AND EXPENSE - 1959-1962



**THE BIG SQUEEZE.** Note that in the above chart of ASLA income and expense, the Washington Fund created a surplus in 1959 which offset 1960, even with the Quarterly's deficit (labelled "LAQ"). But look ahead to what may happen in 1962 UNLESS... but just read the accompanying article! (Chart quantities approximate only; 1960 expense includes move to Washington, but no furnishings provided by Farrand Fund; minor accounts not shown)



REPRESENTATIVES OF STATE REGISTRATION BOARDS held their historic first meeting over breakfast at Harvest House in Boulder last month. From left: Ted Osmundson (Calif.); Hubert Owens (Georgia); Tom Heaton (Calif.); George Albrecht (N.Y.); Bill Pauley (Georgia); and Bob Reich (La.).

## state board reps meet

History was made in a quiet way during the course of the Boulder meeting when representatives from the several state boards of landscape architectural registration met for the first time to discuss mutual problems. The breakfast meeting (see cut) on Tuesday 11 July, considered such matters as reciprocity in licensure, exchange of examination material and criteria, application and other forms, fees, and interprofessional relations.

In order to encourage further cooperation and exchange of information, the group decided to organize a Council of Landscape Architectural Registration Boards, with Thomas G. Heaton (M), president of the California Board, as acting chairman, and with one member of each state board or corresponding body to form the group. These in turn elect officers, prepare whatever rules and regulations are desired.

The function of the organization was stated as follows: "To facilitate exchange of information among the several state boards for licensing landscape architects; to formulate and implement reciprocal licensing arrangements; and to study and advise regarding related matters." The matter is to be brought to the several state boards for general endorsement with a view toward further study of ASLA relationship, possibly with some form of Committee status.

## calendar

- 5 Aug Kalamazoo, Mich.: Michigan Chapter Field Trip. Starts 10 a.m. from Ice Rink at 402 Lake St.
- 20-25 Aug Minneapolis, Minn.: National Shade Tree Conference. Leamington Hotel.
- 3-5 Nov Monticello, Ill.: Symposium on Regional Landscape Planning. Allerton House, Univ. of Illinois.
- 17-20 June 1962 Bal Harbour (Miami Beach) Fla.: 63rd Annual Meeting, ASLA.





GRADY CLAY (l.), editor of ASLA's official journal, *LANDSCAPE ARCHITECTURE*, was conferred honorary membership in the American Institute of Architects last April. Making the presentation at the AIA convention in Philadelphia is the institute's president, Philip Will, Jr., FAIA.

## open space bill okayed

The long-debated Open Space bill -- authorizing Federal assistance to metropolitan areas in the timely acquisition of land, received Congressional approval late in June and was signed into law by President Kennedy on 30 June. While the appropriation for aid was cut from \$100 million to \$50 million, the new law (Housing Act of 1961, PL 87-70, Title VII) will enable hundreds of communities to purchase undeveloped urban land for "necessary recreational, conservation and scenic areas."

The law, which will be implemented by the HHFA Administrator, provides that a maximum of 30% of the cost of acquisition may be paid by the Federal Government to a "public body which exercises responsibility for an urban area as a whole." According to initial interpretation of the law, communities without over-all planning commissions could receive but 20% of the acquisition cost.

Also included in PL 87-70 was a \$650 million appropriation for low-cost loans for mass transportation facilities (Title V). Under the law, the HHFA Administrator can "purchase the securities and obligations of, or make loans to, municipalities and other political subdivisions...to finance the acquisition, construction and improvement of facilities and equipment for...mass transportation in urban areas."

## Insurance rates cut

Chairman Joe W. Langran (F) reports that on 20 August, the fourth anniversary of the ASLA Group Insurance program, significantly favorable changes will be incorporated into the Group Disability Plan.

1. Of primary interest and importance to insureds and other eligible members is the fact that as a result of the favorable loss experience of this plan to date, premiums will be materially lower than those currently in force.

2. Another benefit has been added providing payment of \$5,000 in the event of accidental death of

the insured. Likewise, this sum or a proportionate amount will be paid for dismemberment or loss of sight and/or hearing through accidental means.

3. Further, the maximum disability benefit currently available of \$100 weekly will be increased to \$150.

Benefits are payable up to a maximum of two years as a result of an illness condition and up to lifetime where total disability is the result of accidental bodily injury. House confinement is never required (for partial disability), and optional hospital protection is also available. All benefits are paid in full regardless of what other insurance coverage you may have. Individual certificates may not be cancelled or ridered as a result of your claims history.

In view of the wide scope of protection and added provisions afforded by this plan, it is anticipated that this sweeping change in rates will do much to stimulate interest and encourage participation in this Society-sponsored activity. Full details will be sent to each member and affiliate within the next several weeks.

## EMPLOYMENT OPPORTUNITIES

CONNECTICUT, Waterbury: Associate Planner, \$6,000., Master's degree in planning, or bachelor's degree in related field plus responsible planning experience. Excellent opportunity to grow with new agency embarking on ambitious program. Apply to: Duncan Graham, Planning Director, Central Naugatuck Valley Regional Planning Association, 20 E. Main St. Waterbury, Conn.

NORTH CAROLINA, Raleigh: Landscape Architect experienced in design, site planning and construction drawing for wide range of public and private work from residential to urban renewal. Private firm. Age and salary open. Write: James B. Godwin & Associates, Landscape Architects and Planning Consultants, Box 384 Raleigh, N.C. Phone TE4-3864.

WISCONSIN, Madison: Graduate Landscape Architect, to train one year in our Madison Office for preparation of branch office in midwest. Send qualifications to: (Picture, schooling, desires) Homer Fieldhouse (Personal), 5512 University Avenue, Madison 5, Wisconsin.

## situations wanted

Landscape architect, 39, ten years progressively responsible professional experience in all phases of school and recreational site planning, design and engineering. Seeking position in county or regional planning or planning & development of parks, recreational areas, college campuses. BS, Rhode Is. School of Design. Write: Box J, ASLA, Washington.

Landscape architect available for immediate relocation in U.S. or abroad. Interested in private or park and recreation field. Qualifications: Degree from Iowa State, member ASLA; six years in park work with active design, construction and administrative phases; 1½ yrs. associated with private practice and marina development. Personal data: Age 33; military obligations complete. Salary: Open, commensurate with ability & responsibility. LELAND O. KEW, 6710 W. Keefe, Milwaukee 16, Wis., HI4-8441.

